

(646) 564-2577

(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 5.07. Submission of Matters to a Vote of Security Holders

The annual meeting of the stockholders of Sequential Brands Group, Inc. (the “Company”) was held on June 8, 2018. The stockholders of the Company voted as follows on the matters set forth below.

1. **Election of Three Class I Directors.** The following nominees for director were elected to serve terms expiring at the annual meeting of stockholders in 2021, based on the following votes:

| Names | For | Against | Broker | |
|------------------|------------|-----------|---------|------------|
| | | | Abstain | Non-Votes |
| Karen Murray | 44,435,529 | 1,232,030 | 10,085 | 12,235,002 |
| William Sweedler | 42,180,039 | 3,437,236 | 60,369 | 12,235,002 |
| Martha Stewart | 43,741,256 | 1,927,549 | 8,839 | 12,235,002 |

2. **Ratification of the Appointment of CohnReznick LLP.** The appointment of CohnReznick LLP as the Company’s independent registered public accounting firm for 2018 was ratified, based on the following votes:

| For | Against | Broker | |
|------------|---------|---------|-----------|
| | | Abstain | Non-Votes |
| 57,164,738 | 723,320 | 24,588 | - |

3. **Advisory Approval of the Compensation of the Company’s Named Executive Officers.** The stockholders approved the advisory vote on the compensation of the Company’s Named Executive Officers, based on the following votes:

| For | Against | Broker | |
|------------|-----------|---------|------------|
| | | Abstain | Non-Votes |
| 36,911,963 | 8,668,763 | 96,918 | 12,235,002 |

4. **Stockholder proposal to implement a majority voting standard in our governance documents if properly presented at the meeting.** The stockholder proposal was not approved, based on the following votes:

| | | | Broker |
|------------|------------|---------|------------|
| For | Against | Abstain | Non-Votes |
| 16,422,847 | 29,142,515 | 112,282 | 12,235,002 |

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**SEQUENTIAL
BRANDS GROUP,
INC.**

By: /s/ Peter Lops
Name: Peter
Lops
Title: Chief
Financial
Officer

Date: June 8, 2018